

#### State of Utah

Agricultural Promotion Assistance

#### Background

President Bush disburses \$697,000 to Utah.

Category 1
\$500,000

"activities that promote agriculture."

Category 2 \$140,000 "specialty crop

production."

### Project Goals

Categories 1 & 2

Enhance Utah agriculture in ways that generate added revenue directly to farmers and ranchers.

- 1. Develop new products or crops.
- 2. Create new or expanded sales.
- 3. Increases consumer awareness of, or demand for, Utah agricultural products.
- 4. Specialty production.
- 5. Disease prevention
- 6. Food safety

# Category 2

# Specialty Crops

(Excluding: wheat, feed grains, oilseeds, cotton, rice, peanuts, and tobacco)

#### May include:

Hay, vegetables, beans, potatoes, onions, fruits, nuts, apples, apricots, cherries, peaches, berries, watermelon, cantaloupe, sweet corn, peppers, greenhouse/nursery, pumpkins, squash, carrots, and others. May include livestock.



May include, but not limited to:

Livestock, livestock products, grazing, dairy, poultry, organics, trout, and "activities that promote agriculture."





The project plan should include:

- A Mission Statement
- Goals
- Objectives
- Tasks
- Benefits
- Accountability

# Categories 1 & 2 Evaluation Protocol

Matching funds – Amount from other sources to compliment state funds?

Federal funds – projects should not utilize federal funds.

Appropriate to the program purposes – does the project accomplish the purpose of enhancing current Utah agriculture production or create new marketing structures?

Credibility – is it reasonable to expect the project to be successful?

**Timeliness** – can the project be completed within a reasonable timeframe.

## Project Plan Guidelines

The plan evaluation criteria:

Does the project enhance an operator's income? How?

Demonstrate the potential to positively improve the marketing of agricultural products produced in Utah.

Demonstrate a merchandising strategy to create new sales or expand existing markets.

Demonstrate a production strategy to produce new products and merchandising strategy to market new product.

Demonstrate a strategy to create value-added products.

# Project Plan Guidelines

The plan evaluation criteria:

Demonstrate a strategy to create value-added linkage among various Utah industry sectors.

Demonstrate that the marketing project will coincide with the production cycle.

Provide a detailed analysis of the product, geographic area and target market that will be affected.

Provide a timetable and objectives along with quantifiable benchmark and expected results.

### Project Plan Guidelines

The plan evaluation criteria:

Identify how the results of the project coordinate with existing or previous marketing programs

Identify the resources needed and a management team with the ability to administer the proposed project.

Identify resources that will be used to leverage the requested funds in the project.

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B.	County	1	State Controlled Institution Higher Learning	of	
C.	Municipal	L	Private University		
D.	Township	K.	Indian Tribe	AREAS AFFECTED BY	PROJECT (Cives, Countles, etc.)
E	Interstate	L	Individual		
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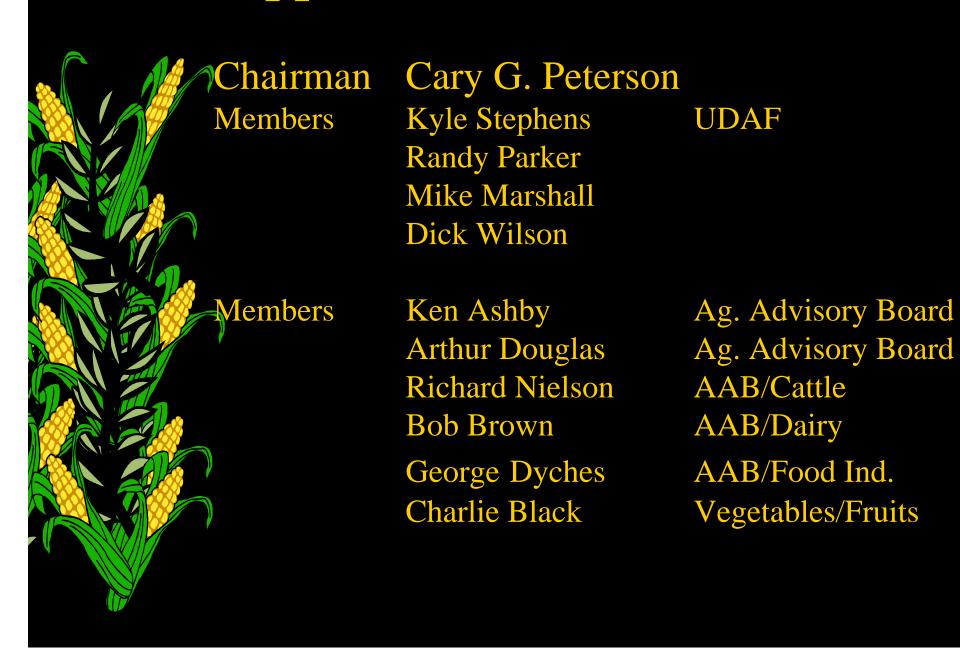
#### Assistance



Grant application assistance is available from UDAF directors or staff

Contact Randy Parker
or
Richard Sparks at:
(801) 538-7106

# Application Review Committee





Application deadline April 1, 2002

Review period April 1 - May 31, 2002

Grants announced June 1, 2002

Contracts signed July 1, 2002

Disbursements

#### Process Timeline

Application deadline April 1, 2002 Send applications to:

> Commissioner Cary G. Peterson Utah Department of Agriculture and Food Agricultural Promotion Assistance Pgm. P.O. Box 146500 Salt Lake City, UT 84114-6500 (801) 538-7100